

# 2026 MEDIA KIT



Contact Alan Rusch  
[arusch@indyrepnews.com](mailto:arusch@indyrepnews.com) • 785-472-5085  
or  
Orlita Dobkins  
[odobkins@cox.net](mailto:odobkins@cox.net) • 785-200-0109  
website: [www.indyrepnews.com](http://www.indyrepnews.com)

INDEPENDENT  
ELLSWORTH COUNTY  
REPORTER

# UPCOMING PROMOTIONS

## JANUARY

- **Tax Preparation** - full color page - Jan. 1  
Sizes available - 3x4 (5.06"w x 4"t) - \$96.00  
3x5 (5.06"w x 5"t) - \$99.95/\$157.50 color
- **New Years Resolution** - full page - Jan. 1  
Sizes available - 2x2 (3.33"w x 2"t) - \$34.95  
2x4 (3.33"w x 4"t) - \$59.95
- **Blood Donor Month** - full color page - Jan. 8  
Size available - 3x3 (5.06"w x 3"t) - \$99.95
- **Law Enforcement Appreciation** - full color page - Jan. 8  
Size available - 3x3 (5.06"w x 3"t) - \$99.95
- **Winter Energy Efficiency** - full page - Jan. 15  
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95  
3x5 (5.06"w x 5"t) - \$99.95
- **Tax Preparation** - full color page - Jan. 15  
Sizes available - 3x4 (5.06"w x 4"t) - \$96.00  
3x5 (5.06"w x 5"t) - \$99.95/\$157.50 color
- **Conservation Section** - black and white/color ads - Jan. 22  
Sizes available - 2x3 (3.33"w x 3"t) - \$33.00  
2x4 (3.33"w x 4"t) - \$59.95  
2x6 (3.33"w x 6"t) - \$89.95  
2x8 (3.33"w x 8"t) - \$99.95  
3x5 (5.06"w x 5"t) - \$99.95  
3x10.5 (5.06"w x 10.5"t) - \$179.95  
\*Color an additional \$75.00
- **Valentines Day** - full color page - Jan. 29  
Sizes available - 2x4 (3.33"w x 4"t) - \$72.00  
3x3 (5.06"w x 3"t) - \$99.95

## FEBRUARY

- **American Heart Month** - full color page - Feb. 5  
Sizes available - 2x2 (3.33"w x 2"t) - \$42.95  
3x3 (5.06"w x 3"t) - \$99.95  
3x8 (5.06"w x 8"t) - \$207.00  
3x10.5 (5.06"w x 10.5"t) - \$325.00  
6x5 (10.25"w x 5"t) - \$273.00
- **Valentines Day** - full color page - Feb. 5  
Sizes available - 2x4 (3.33"w x 4"t) - \$72.00  
3x3 (5.06"w x 3"t) - \$99.95
- **The Big Game** - full page - black and white - Feb. 5  
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95  
3x10.5 (5.06"w x 10.5"t) - \$179.95
- **Retirement Living** - black and white - Feb. 12/Combo w/Marquette  
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95  
3x5 (5.06"w x 5"t) - \$99.95
- **Business Honor Roll** - black and white section - Feb. 19  
Signature ads - \$24.95 each
- **Sports Cards** - EHS Basketball/Wrestling/Cheer - Feb. 19  
Signature ads - \$24.95 each

## MARCH

- **Spring's Around the Corner** - full color page - March 5  
Size available - 3x3 (5.06"w x 3"t) - \$99.95
- **Distracted Driving** - full color page - March 5  
Size available - 3x3 (5.06"w x 3"t) - \$99.95
- **Visit Russell** - full color page - March 5  
Size available - 3x3 (5.06"w x 3"t) - \$99.95
- **St. Patrick's** - full color page - March 12  
Sizes available - 2x2 (3.33"w x 2"t) - \$42.95  
3x3 (5.06"w x 3"t) - \$99.95  
3x5 (5.06"w x 5"t) - \$157.50  
1/2 pg (10.25"w x 10.5"t) - \$421.50
- **Mid America Farm Expo** - full color page - March 19  
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95  
3x7 (5.06"w x 7"t) - \$135.95
- **March Madness** - full page - black and white - March 19, 26/Apr. 2  
Each sponsor pays \$39.95 a team, teams are randomly drawn, if your team wins, they advance, if they win it all the sponsor who has the winning team gets a full page ad in black and white.
- **Ag Appreciation** - full page - black and white - March 26  
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95  
3x5 (5.06"w x 5"t) - \$99.00  
2x7 (3.33"w x 7"t) - \$77.00  
6x3 (10.25"w x 3"t) - \$99.00
- **Kansas Ag Expo** - full color page - March 26  
Size available - 3x3 (5.06"w x 3"t) - \$99.95
- **Easter Services** - full page - black and white - March 26  
signature ads sponsors - \$29.99

## APRIL

- **Spring Sports ads** - various sizes available - April 2
- **Community Bank Week** - full page - black and white - April 2  
Sizes available - 2x4 (3.33"w x 4"t) - \$59.95
- **Happy Easter** - full color page - April 2  
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
- **Thank You Firefighters** - full color page - April 9  
Sizes available - 3x1 (5.06"w x 1"t) - \$36.50
- **Progress Edition** - April 9  
Sizes available - 3x5 (5.06"w x 5"t) - \$99.95/\$174.95 color  
3x10.5 (5.06"w x 10.5"t) - \$179.95 b&w  
Full (10.25"w x 21"t) - \$793.00 color
- **Downs Storytelling** - full color page - April 16  
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95
- **Don't Drink** - full color page - April 23  
Sizes available - 3x1 (5.06"w x 1"t) - \$36.50

# UPCOMING PROMOTIONS

## • Travel and Tourism Directory - April 30

Sizes available - 1/5 page: (3.50"w x 1.75"t) \$150.00  
1/2 page: (3.50"w x 5"t) \$275.00  
Full page: (3.50"w x 10"t) \$600.00  
Inside front or back page:  
(4.375"w x 11.2"t) \$650.00  
Back cover: (4.375"w x 11.2"t) \$675.00

## MAY

### • National Nurses Week - May 6-12 - May 7

Sizes available - 3x1 (5.06"w x 1"t) - \$36.50  
3x6 (5.06"w x 6"t) - \$165.00  
3x10.5 (5.06"w x 10.5"t) - \$325.00  
1/2 page (10.25"w x 10.5"t) - \$421.50

### • Treat Your Mom - full color page - May 7

Sizes available - 3x3 (5.06"w x 3"t) - \$99.95

### • Graduation Section - black and white - May 7

\$44.95 to sponsor a graduate

### • National EMS Week - full color page - May 14

Sizes available - 3x1 (5.06"w x 1"t) - \$36.50

### • Older Americans Month - full color page - May 14

Size available - 3x4 (5.06"w x 4"t) - \$96.95 Ellsworth only  
\$122.95 - combo with Marquette Tribune

### • Beef Month - full page color - May 21

Sizes available - 2.5"w x 3"t - \$39.95  
3x3 (5.06"w x 3"t) - \$99.95  
3x6 (5.06"w x 6"t) - \$135.00  
3x9.5 (5.06"w x 9.5"t) - \$231.75  
3x10.5 (5.06"w x 10.5"t) - \$325.00

### • Alumni page - full page - black and white - May 21

Size available - 2x4 (3.33"w x 4"t) - \$59.95

### • Wheat Harvest Contest - full page - black and white - May 28

Runs 2 times - Size available - 2x2.5 (3.33"w x 2.5"t) - \$34.95

## JUNE

### • Spring and Summer Home Improvement - full color page - June 4

Size available - 3x3.5 (5.06"w x 3.5"t) - \$79.95  
3x10.5 (5.06"w x 10.5"t) - \$325.00

### • Wheat Harvest Contest - full page - June 4

Size available - (2"w x 2"t) - \$34.95

### • US Flag - 2 pages 1 color/1 black and white - June 11

Size available - 4"w x 2"t - \$31.95

### • Father's Day Section - June 11

Sizes available - 3x3 (5.06"w x 3"t) - \$99.95  
3x5 (5.06"w x 5"t) - \$157.50

### • Midsummers Festival - full color page combo w/Marquette - June 18

Size available - 3x4 (5.06"w x 4"t) - \$142.50

### • Cancer Triathlon Section - black and white ads - June 18

Sizes available - 3x3 (5.06"w x 3"t) - \$69.95 bnw  
3x5 (5.06"w x 5"t) - \$99.95 bnw  
3x5 (5.06"w x 5"t) - \$157.50 color  
3x6 (5.06"w x 6"t) - \$165.00

### • Shop Local - full page - color - June 18

Sizes available - 2x4 (3.33"w x 4"t) - \$72.00  
6x3 (10.25"w x 3"t) - \$122.00

### • Water Conservation - full page - color - June 19

Sizes available - 3x3 (5.06"w x 3"t) - \$99.95

### • National Safety Month - full color page - June 25

Size available - 3x1 (5.06"w x 1"t) - \$36.50

### • Grill and Chill - full color page - June 25

Sizes available - 3x4 (5.06"w x 4"t) - \$143.00  
3x5 (5.06"w x 5"t) - \$159.50  
4x4 (6.79"w x 4"t) - \$165.00  
3x10.5 (5.06"w x 10.5"t) - \$325.00

### • Summer Energy Efficiency - full color page - June 25

Sizes available - 3x5 (5.06"w x 5"t) - \$157.50  
3x8 (5.06"w x 8"t) - \$207.00

### • Barton County Fair - full color page - June 25

Sizes available - 3x4 (5.06"w x 4"t) - \$88.00  
6x6 (10.25"w x 6"t) - \$273.00  
2x14 (3.33"w x 14"t) - \$229.00

## JULY

### • Wheat Harvest Salute - full color page - July 2 - runs 2 weeks

Sizes available - 2"x2" - \$36.95  
3x11 (5.06"w x 11"t) - \$203.50

### • Fort Harker Days Section - July 9

Sizes available - 3x3 (5.06"w x 3"t) - \$69.95  
3x4 (5.06"w x 4"t) - \$71.95  
3x6 (5.06"w x 6"t) - \$101.00

### • National Ice Cream Mo/Summertime Savings - color page - July 9

Sizes available - 3x3 (5.06"w x 3"t) - \$99.95

### • Lincoln County Fair - full color page - July 9

Sizes available - 3x2 (5.06"w x 2"t) - \$72.95

### • Visit Rice County - full color page - July 16

Sizes available - 3x3.5 (5.06"w x 3.5"t) - \$165.00

### • Czech Festival Section - July 23

Sizes available - 2.5" w x 2.5"t - \$35.00  
3x3 (5.06"w x 3"t) - \$79.95  
3x5 (5.06"w x 5"t) - \$99.95  
Full (10.25"w x 10.5"t) - \$399.95 (color)

# UPCOMING PROMOTIONS

## AUGUST

- **Ellsworth Sidewalk Sales** - full color page - Aug. 6  
Size available - 3x3.5 (5.06"w x 3.5"t) - \$99.95
- **4H Results Section** - black and white - Aug. 6  
Size available - 3.25"w x 1.75"t - \$44.95
- **Regional Restaurants** - full color page - Aug. 13  
Sizes available - 3x3.5 (5.06"w x 3.5"t) - \$99.95
- **Cowtown Section** - full color page - Aug. 13  
Sizes available - 2.5" w x 2.5"t - \$35.00  
3x3 (5.06"w x 3"t) - \$79.95  
3x5 (5.06"w x 5"t) - \$99.95  
Full (10.25"w x 10.5"t) - \$399.95 (color)
- **Lucas Adams Apple Festival** - full color page - Aug. 20  
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95

## SEPTEMBER

- **Bearcat Flag** - color page w/black and white sponsors on back - Sept. 3  
Size available - 3.25"w x 2"t - \$49.25
- **Fall Sports Preview** - various ads - Sept. 17  
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95  
3x5 (5.06"w x 5"t) - \$99.95
- **Business Card Directory** - guide w/business card sized ads - Sept. 17  
Sizes available - 3"w x 2"t - \$110.00  
3"w x 10"t - \$210.00
- **Fall Home Improvement** - color page - Sept. 17  
Sizes available - 2 x 2 (3.33"w x 2"t) - \$42.95
- **Farm Safety Section** - Sept. 17  
Sizes available - 3x3 (5.06"w x 3"t) - \$69.95  
3x5 (5.06"w x 5"t) - \$99.95
- **National 4H Week** - full page - color - Sept. 24  
Sizes available - 2x2 (3.33"w x 2"t) - \$79.95
- **Oktoberfest** - full page - color - Sept. 24  
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95

## OCTOBER

- **Breast Cancer Awareness Section** - color - Oct. 1  
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95  
3x5 (5.06"w x 5"t) - \$157.50  
3x6 (5.06"w x 6"t) - \$165.00  
3x10.5 (5.06"w x 10.5"t) - \$325.00  
1/2 page (10.25"w x 10.5"t) - \$421.50

- **Co-op Month** - full page - color - Oct. 8  
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95  
3x5 (5.06"w x 5"t) - \$157.50  
3x10.5 (5.06"w x 10.5"t) \$325.00/\$179.95 (bnw)
- **Pastor's Appreciation** - half page - color - Oct. 15  
Signature sponsorships - \$39.95
- **Halloween Safety** - full page - color - Oct. 22  
Size available - 2.5"w x 2.75"t - \$49.95
- **Kindergarten page** - black and white - Oct. 29  
Signature sponsorships - \$29.00 a kindergartner  
Pick 2 - \$24.95 ea.  
Pick 3 or more - \$21.00 ea.
- **Planning for your child's future** - black and white - Oct. 29  
Sizes available - 2x5 (3.33"w x 5"t) - \$55.00  
3x4 (5.06"w x 4"t) - \$71.95  
3x5 (5.06" w x 5"t) - \$99.95

## NOVEMBER

- **Welcome Hunters** - full page - color - Nov. 5  
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95  
3x5 (5.06"w x 5"t) - \$157.50
- **Veterans Day Section Sponsors** - black and white - Nov. 5  
Size available - 1.75"w x 1.5"t - \$55.00
- **Explore Great Bend** - full page - color - Nov. 12  
Sizes available - 3x3 (5.06"w x 3"t) - \$99.95  
3x10.5 (5.06"w x 10.5"t) - \$248.25
- **Senior Living Awareness** - full page - color - Nov. 12-  
Combo with Marquette Tribune  
Sizes available - 3x4 (5.06"w x 4"t) - \$96.00  
3x5 (5.60"w x 5"t) - \$157.50
- **Christmas Coloring Contest** - black and white - Nov. 19  
Size available - 3.33"w x 2.5"t - \$39.95 - runs 4 times
- **County-wide edition** - various ads throughout paper - Nov. 26  
Sizes available - 3x5 (5.06"w x 5"t) - \$99.95  
3x10.5 (5.06"w x 10.5"t) - \$198.95  
6x10.5 (10.25"w x 10.5"t) - \$398.95  
Full page (10.25"w x 21"t) - \$698.95  
\*Color is available at additional charge.
- **Holiday Gift Guide** - black and white/color - Nov. 26  
Size available - 3x10.5 (5.06"w x 10.5"t) - \$250/\$325.00 color

# UPCOMING PROMOTIONS

- **Christmas Promotion** - full page - color - Nov. 26  
Size available - 3x3.5 (5.06" w x 3.5" t) - \$134.81 - runs 4 times
- **Holiday Business Directory** - full page - color - Nov. 26  
Size available - 2x2 (3.33" w x 2" t) - \$42.95
- **Message of Thanks** - full page - color - Nov. 26  
Signature ads - \$39.95

## DECEMBER

- **Rice County Christmas** - full page - color - Dec. 3  
Size available - 3x3 (5.06" w x 3" t) - \$99.95  
3x5 (5.06" w x 5" t) - \$157.50
- **Wilson Christmas** - full page - color - Dec. 3  
Sizes available - 3x2 (5.06" w x 2" t) - \$72.95  
3x4 (5.06" w x 4" t) - \$99.95
- **Christmas Gift Card** - full page - color - Dec. 10  
Sizes available - 3x3 (5.06" w x 3" t) - \$99.95
- **Visit Salina** - full page - color - Dec. 10  
Sizes available - 3x3 (5.06" w x 3" t) - \$99.95  
3x5 (5.06" w x 5" t) - \$157.50  
3x10.5 (5.06" w x 10.5" t) - \$325.00
- **Christmas Church Services** - full page - black and white - Dec. 17  
Size available - 2" w x 1" t - \$22.00
- **Christmas Greetings** - various ads - black and white - Dec. 17  
Sizes available - 2x4 (3.33" w x 4" t) - \$59.95  
3x4 (5.06" w x 4" t) - \$71.95
- **Don't Drink & Drive** - full page - color - Dec. 24  
Size available - 3x2 (5.06" w x 2" t) - \$49.95
- **Winter Sports Preview** - various ads - black and white - Dec. 24  
Sizes available - 3x3 (5.06" w x 3" t) - \$69.95  
3x5 (5.06" w x 5" t) - \$99.95

**\* PLEASE NOTE THAT ALL PROMOTIONS ARE SUBJECT TO CHANGE**

# IN-PAPER DIRECTORIES, KID SCOOP AND STUDENT OF THE WEEK

**Church Directory** - Weekly directory on the Church Page. 6 month advertising commitment, \$6.95 a week. Ads are 1.5" w x 1 7/8" t in black and white.

**Star Barks Pet Grooming**  
Where the Furry Stars Shine  
Debby Garrett Pet Groomer  
Susan Dittman Pet Groomer  
Tina Johnson Pet Groomer  
Phone: 785-472-4557  
1005 16th Road  
Ellsworth, KS 67439

**Business Directory** - Weekly directory on the Law and Order page. 6 month advertising commitment, \$14.95 a week. Ads are 3.5" w x 2 7/8" t in black and white.

**Radon Inspections and Mitigations**  
See licensed and insured master plumber Jim Bowie for all your plumbing needs and repairs. Alamo Specialties also specializes in certified radon testing, removal for residential housing, and home inspection.

**Alamo Specialties LLC**  
Jim Bowie - Owner/Operator • Office hours: 9 - 5 M - F  
1516 20th Rd. • Kanopolis, KS 67454  
785-531-1951

**Kid Scoop** - Weekly full color page with fun and educational facts for kids and adults alike. 1 month commitment, \$75/week. Advertisers' logo on bottom of page.

**Kid Scoop** features articles such as 'Cabbage', 'Healthy Recipes', 'Word Search', and 'Cabbage Coniferi'. It is sponsored by Post Rock, CASCAPRO, and INDEPENDENT REPORTER.

**Student of the Week** - Weekly 2x7 ad which features students from EJSHS, KMS, WES, CPES and CPJSHS. Price: \$77. The ad runs in the weekly paper, as well as on our Facebook page. The exposure for these ads is higher than many of our other ads. The Facebook post typically reaches more than 2,700 viewers.

**Student of the Week**  
**Elyse Haxton**  
Elyse Haxton is a member of Student Council, and she is also a member of the cheerleading team. She is an active athlete and positive student leader in Student Council. She is also a member of the cheerleading team. She is an active athlete and positive student leader in Student Council. She is also a member of the cheerleading team.

# GENERAL INFORMATION

## Submissions

(1) Bring the information to our office, 304 N. Douglas, Ellsworth, KS 67439 between 8 a.m. and 5 p.m. Monday through Friday.

(2) Mail to 304 N. Douglas, Ellsworth, KS 67439.

(3) Email [eciads@yahoo.com](mailto:eciads@yahoo.com).

(4) Call us at 785-472-5085 or 877-809-3432.

## Policy

• All material published or inserted in The Ellsworth County Independent/Reporter is subject to final acceptance of the publisher.

• The Ellsworth County Independent/Reporter reserves the right to accept or reject any advertisements for any reason at any time and to, if necessary, print the word "advertisement" in any display advertisements.

• The Ellsworth County Independent/Reporter is not responsible for errors submitted for advertisements. Please make sure you are submitting the correct information.

• The Ellsworth County Independent/Reporter is not responsible for more than one incorrect insertion. No adjustment can be made if error does not alter the value of the ad.

## Payments

• The Ellsworth County Independent/Reporter requires prepayment on all ads unless you or your business has an established account with us. Payments are due by the end of the month.

## DISPLAY ADVERTISING (ROP)

• The local news section display advertising rate is \$5.50 per column inch.

## CLASSIFIED DISPLAY ADVERTISING

• The local classified display advertising rate is \$6.25 per column inch. Line classifieds (word ads) are \$5.00 for 15 words.

## LEGAL & PUBLIC NOTICES

The Ellsworth County Independent-Reporter is shifting to a new, online submission process for its legals. This includes budgets, as well as city ordinances and estates.

- Go to: [column.us/notices](http://column.us/notices)
- It will ask you to create an account - username, password.
- You will be asked if you're with a law firm or government - pick the appropriate answer
- It should walk you through the process
- You CAN upload an excel spreadsheets or PDFs ... there is a Q&A that shows you how to adjust it .... Under "how do I format my notice?"
- There are several helpful videos under the Q&As

## PROOFS & TEARSHEETS

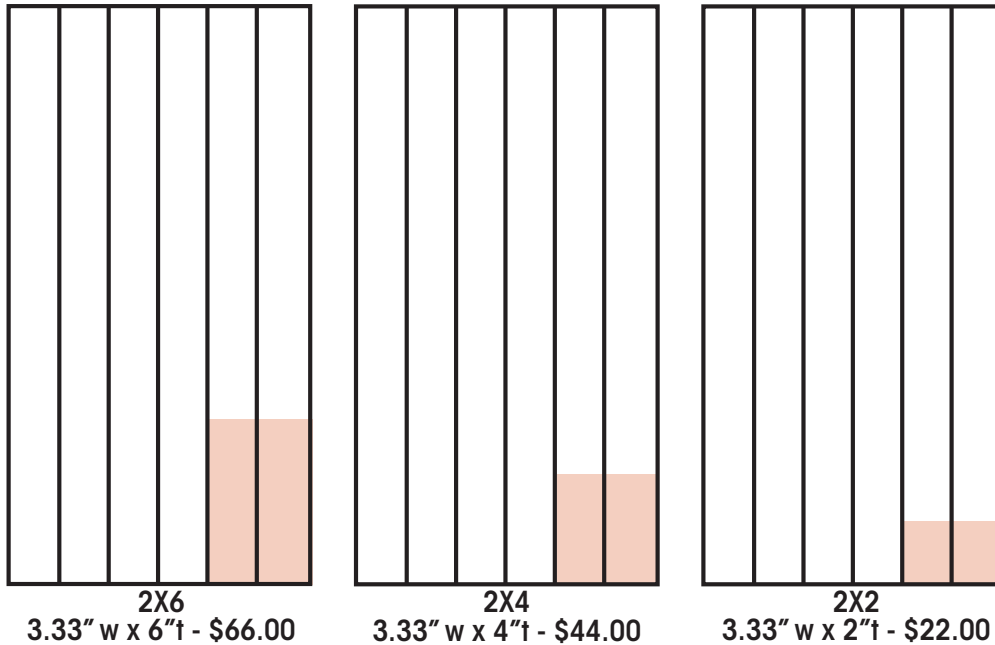
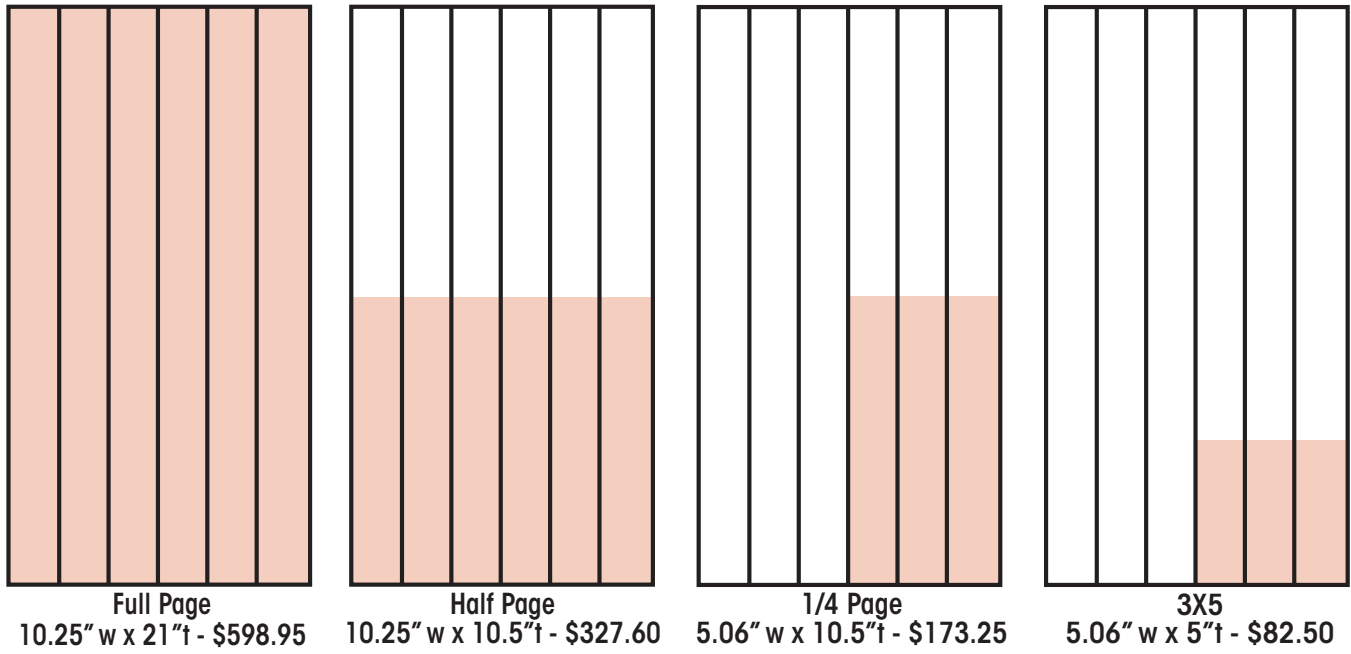
- If requested, proofs of advertisements will be delivered prior to publication by email, providing all copy is submitted by the deadline.
- Any changes or approvals must be returned promptly. Failure to return emails or phone calls will result in the advertisement running as is.

## DEADLINES

- Noon Monday for Thursday paper.
- Special holiday deadlines will be noted before the upcoming holiday in the weekly paper.
- Space is limited. Placement is first come first serve.

# DISPLAY AD RATES - ROP

These are the most common options for display ads



\*Please note that color is available for an additional charge - 1/2 page and under - \$75.00 | Full page - \$100.00

## Other ROP Sizes

2x2 (3.33" w x 2" t) - \$22.00  
 2x3 (3.33" w x 3" t) - \$33.00  
 2x4 (3.33" w x 4" t) - \$44.00  
 2x5 (3.33" w x 5" t) - \$55.00  
 2x6 (3.33" w x 6" t) - \$66.00  
 2x7 (3.33" w x 7" t) - \$77.00  
 2x8 (3.33" w x 8" t) - \$88.00  
 2x9 (3.33" w x 9" t) - \$99.00  
 2x10 (3.33" w x 10" t) - \$110.00  
 3x2 (5.06" w x 2" t) - \$33.00  
 3x3 (5.06" w x 3" t) - \$49.50  
 3x4 (5.06" w x 4" t) - \$66.00  
 3x5 (5.06" w x 5" t) - \$82.50  
 3x6 (5.06" w x 6" t) - \$99.00  
 3x7 (5.06" w x 7" t) - \$115.50

3x8 (5.06" w x 8" t) - \$132.00  
 3x9 (5.06" w x 9" t) - \$148.50  
 3x10 (5.06" w x 10" t) - \$165.00  
 4x2 (6.79" w x 2" t) - \$44.00  
 4x3 (6.79" w x 3" t) - \$66.00  
 4x4 (6.79" w x 4" t) - \$88.00  
 4x5 (6.79" w x 5" t) - \$110.00  
 4x6 (6.79" w x 6" t) - \$132.00  
 4x7 (6.79" w x 7" t) - \$154.00  
 4x8 (6.79" w x 8" t) - \$176.00  
 4x9 (6.79" w x 9" t) - \$198.00  
 4x10 (6.79" w x 10" t) - \$220.00  
 5x2 (8.52" w x 2" t) - \$55.00  
 5x3 (8.52" w x 3" t) - \$82.50  
 5x4 (8.52" w x 4" t) - \$110.00

5x5 (8.52" w x 5" t) - \$137.50  
 5x6 (8.52" w x 6" t) - \$165.00  
 5x7 (8.52" w x 7" t) - \$192.50  
 5x8 (8.52" w x 8" t) - \$200.00  
 5x9 (8.52" w x 9" t) - \$247.50  
 5x10 (8.52" w x 10" t) - \$275.00  
 6x2 (10.25" w x 2" t) - \$66.00  
 6x3 (10.25" w x 3" t) - \$99.00  
 6x4 (10.25" w x 4" t) - \$132.00  
 6x5 (10.25" w x 5" t) - \$165.00  
 6x6 (10.25" w x 6" t) - \$198.00  
 6x7 (10.25" w x 7" t) - \$231.00  
 6x8 (10.25" w x 8" t) - \$264.00  
 6x9 (10.25" w x 9" t) - \$280.80  
 6x10 (10.25" w x 10" t) - \$312.00

\*There are no 1x ads in ROP

# CLASSIFIED DISPLAY AD RATES

## Common Standard Sizes - Classified Section

*These are the most common options for display classifieds*

**2x2 (3.33" w x 2" t) - \$25.00**

**2x4 (3.33" w x 4" t) - \$50.00**

**2x6 (3.33" w x 6" t) - \$75.00**

### Other Display Classified Sizes

1x2 (1.60" w x 2" t) - \$12.50  
1x3 (1.60" w x 3" t) - \$18.75  
1x4 (1.60" w x 4" t) - \$25.00  
1x5 (1.60" w x 5" t) - \$31.25  
1x6 (1.60" w x 6" t) - \$37.50  
1x7 (1.60" w x 7" t) - \$43.75  
1x8 (1.60" w x 8" t) - \$50.00  
1x9 (1.60" w x 9" t) - \$56.25  
1x10 (1.60" w x 10" t) - \$62.50  
2x2 (3.33" w x 2" t) - \$25.00  
2x3 (3.33" w x 3" t) - \$37.50  
2x4 (3.33" w x 4" t) - \$50.00  
2x5 (3.33" w x 5" t) - \$62.50  
2x6 (3.33" w x 6" t) - \$75.00  
2x7 (3.33" w x 7" t) - \$87.50  
2x8 (3.33" w x 8" t) - \$100.00  
2x9 (3.33" w x 9" t) - \$112.50  
2x10 (3.33" w x 10" t) - \$125.00

3x2 (5.06" w x 2" t) - \$37.50  
3x3 (5.06" w x 3" t) - \$56.25  
3x4 (5.60" w x 4" t) - \$75.00  
3x5 (5.60" w x 5" t) - \$93.75  
3x6 (5.60" w x 6" t) - \$112.50  
3x7 (5.06" w x 7" t) - \$131.25  
3x8 (5.06" w x 8" t) - \$150.00  
3x9 (5.06" w x 9" t) - \$168.75  
3x10 (5.06" w x 10" t) - \$187.50  
4x2 (6.79" w x 2" t) - \$50.00  
4x3 (6.79" w x 3" t) - \$75.00  
4x4 (6.79" w x 4" t) - \$100.00  
4x5 (6.79" w x 5" t) - \$125.00  
4x6 (6.79" w x 6" t) - \$150.00  
4x7 (6.79" w x 7" t) - \$175.00  
4x8 (6.79" w x 8" t) - \$200.00  
4x9 (6.79" w x 9" t) - \$225.00  
4x10 (6.79" w x 10" t) - \$250.00

5x2 (8.52" w x 2" t) - \$62.50  
5x3 (8.52" w x 3" t) - \$93.75  
5x4 (8.52" w x 3" t) - \$125.00  
5x5 (8.52" w x 5" t) - \$156.25  
5x6 (8.52" w x 6" t) - \$187.50  
5x7 (8.52" w x 7" t) - \$218.75  
5x8 (8.52" w x 8" t) - \$250.00  
5x9 (8.52" w x 9" t) - \$281.25  
5x10 (8.52" w x 10" t) - \$312.50  
6x2 (10.25" w x 2" t) - \$75.00  
6x3 (10.25" w x 3" t) - \$112.50  
6x4 (10.25" w x 4" t) - \$150.00  
6x5 (10.25" w x 5" t) - \$187.50  
6x6 (10.25" w x 6" t) - \$225.00  
6x7 (10.25" w x 7" t) - \$262.50  
6x8 (10.25" w x 8" t) - \$300.00  
6x9 (10.25" w x 9" t) - \$337.50  
6x10 (10.25" w x 10" t) - \$375.00

# SIGNATURE PAGES

Signature pages run once a month. They vary in topics from severe weather to scouting. These pages run for 12 months starting in January. Below are the topics for the sig pages as well as the months that they run. These are an annual commitment for \$24.95 a month.

Attached is an example of one of the pages.

- **January** - Winter Weather safety
- **February** - FFA
- **March** - Severe Weather
- **April** - Scouting
- **May** - Memorial Day
- **June** - 4th of July, has to run in June because a lot of times the 4th falls on a day before our paper comes out.
- **July** - Hot Weather safety
- **August** - Teachers
- **Sept** - Fall Sports
- **October** - Fire Prevention
- **November** - Winter Sports
- **December** - Toy Safety

\* Actual size of ad



## Winter Weather Driving Tips

### Slip, Sliding...No Way!

Frozen precipitation can be a headache for drivers, if you're not prepared.

**Tips for Driving in Ice and Snow**

As much as we hate to admit it, winter is here. And while the snowflakes provide some beautiful scenery, they can quickly create challenging driving conditions. While we remember the importance of wearing our seatbelts and paying attention to other drivers, it's important to remember winter driving techniques to ensure safe travels. Since it may have been a few years since you've had a Driver's Ed refresher, check out these tips for driving on ice and snow:

- 1. Prepare your vehicle.** Check your battery to make sure it has enough charge to make it through the cold winter months and make sure all of your vehicle's lights are in working order. Make sure your tires are in good condition to provide you with good traction.
- 2. Check your tire pressure.** The amount of traction that exists between the tires and the roadway surface determines how well your vehicle accelerates, turns and stops. Make sure your tires are properly inflated and keep in mind temperature swings can cause changes to your vehicle's tire pressure.
- 3. Don't use cruise control.** Traction is greatest just before the wheels spin. Gentle pressure on the accelerator pedal when starting is the best method for retaining traction and avoiding skids - especially if your vehicle lacks traction control. The use of cruise control can cause your vehicle to lose traction due to sudden speed changes. Avoiding cruise control also allows drivers to react faster to changing situations on the road.
- 4. Keep plenty of gas in your tank.** By keeping your gas tank at least half full during winter months, you can avoid gas line freeze-ups. The weight of the fuel also adds additional weight to the vehicle to increase traction, while the additional could be valuable if you are left stranded due to an accident or slide-off.
- 5. Watch for changing road conditions.** Rapidly changing temperatures, wind and other factors can cause road conditions to rapidly deteriorate. Be especially mindful when traveling on bridges, overpasses or shaded spots, as these are some of the first locations where ice can form on the roadway.

**A winter driving kit is a must!**  
Your winter driving kit should include:

- Bag of abrasive material (Sand, salt or cat litter)
- Gloves or mittens
- Ice scraper
- Small snow shovel
- Cloth or paper towels
- Booster cables
- Traction mats
- Blanket
- Warning flares or triangles
- Flashlight
- Cell phone
- Window washing solvent

\*Information provided by <https://www.kansas.aaa.com/automotive/winter-tips>

Brought to you by these fine sponsors

**The Ellsworth CO-OP**  
Ellsworth 472-3261  
COOP

**Golden Plains**  
120 W. 1st Street  
Ellsworth, KS 76547-4712

**Stechta Enterprises Inc.**  
Ellsworth 472-5179

**Gene's Heartland Foods**  
Ellsworth 472-4111

**Steven Johnson**  
State Representative  
108th District

**Dr. Kurt Williams, D.D.S.**  
Ellsworth - 472-2803

**MOSAIC**  
Ellsworth - 472-4081

**F&M Drug, L.L.C.**  
Ellsworth 472-3131  
Health Mart

**KanEquip**  
Ellsworth 472-3114

**WILSON COMMUNICATIONS**  
Wilson 658-2111

**Dr. Kyle Gwinner**  
Optometrist  
Ellsworth 472-3272

**Ellsworth Service Center**  
Ellsworth - 472-3157

**Seitz Drug**  
Ellsworth 472-3212

**City of Ellsworth**  
472-5566

**FIRST BANK OF KANSAS**  
Ellsworth 472-5580

**ROLLING HILLS**  
785-534-1601  
800-530-5572

**Homolka Grain**  
Ellsworth 472-3231

**D&S OIL COMPANY**  
Ellsworth 785-472-4800

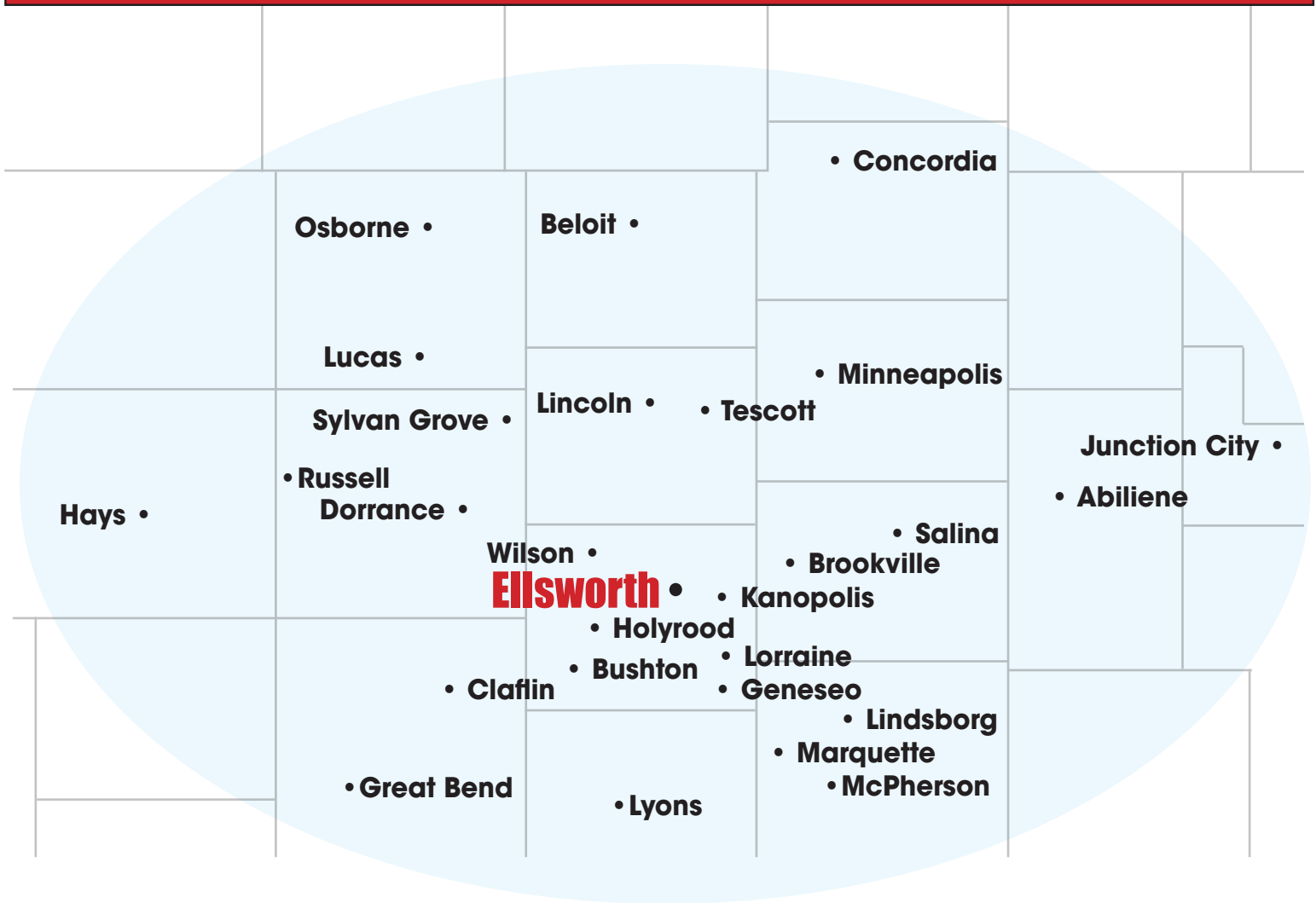
**THE PINES APARTMENTS**  
Ellsworth 472-4922

**Ellsworth County Medical Center**  
Ellsworth 785-472-3111

**Ellsworth County I/R**  
Ellsworth 472-5085

\* Ad designed by Ellsworth County I/R

# WE'RE NOT JUST ELLSWORTH



***We have over 2,500 readers!***

We have advertisers in all of the communities you see on the map above.

We are the official newspaper covering events for  
USD 327 and USD 112.

Advertising is an investment in your business.  
If you aren't advertising in the Ellsworth County Independent-Reporter,  
you aren't advertising in Ellsworth County.

**I**NDEPENDENT  
**R**ELLSWORTH COUNTY  
REPORTER

Call us at 785-472-5085  
304 N. Douglas • Ellsworth, KS  
[www.indyrepnews.com](http://www.indyrepnews.com)

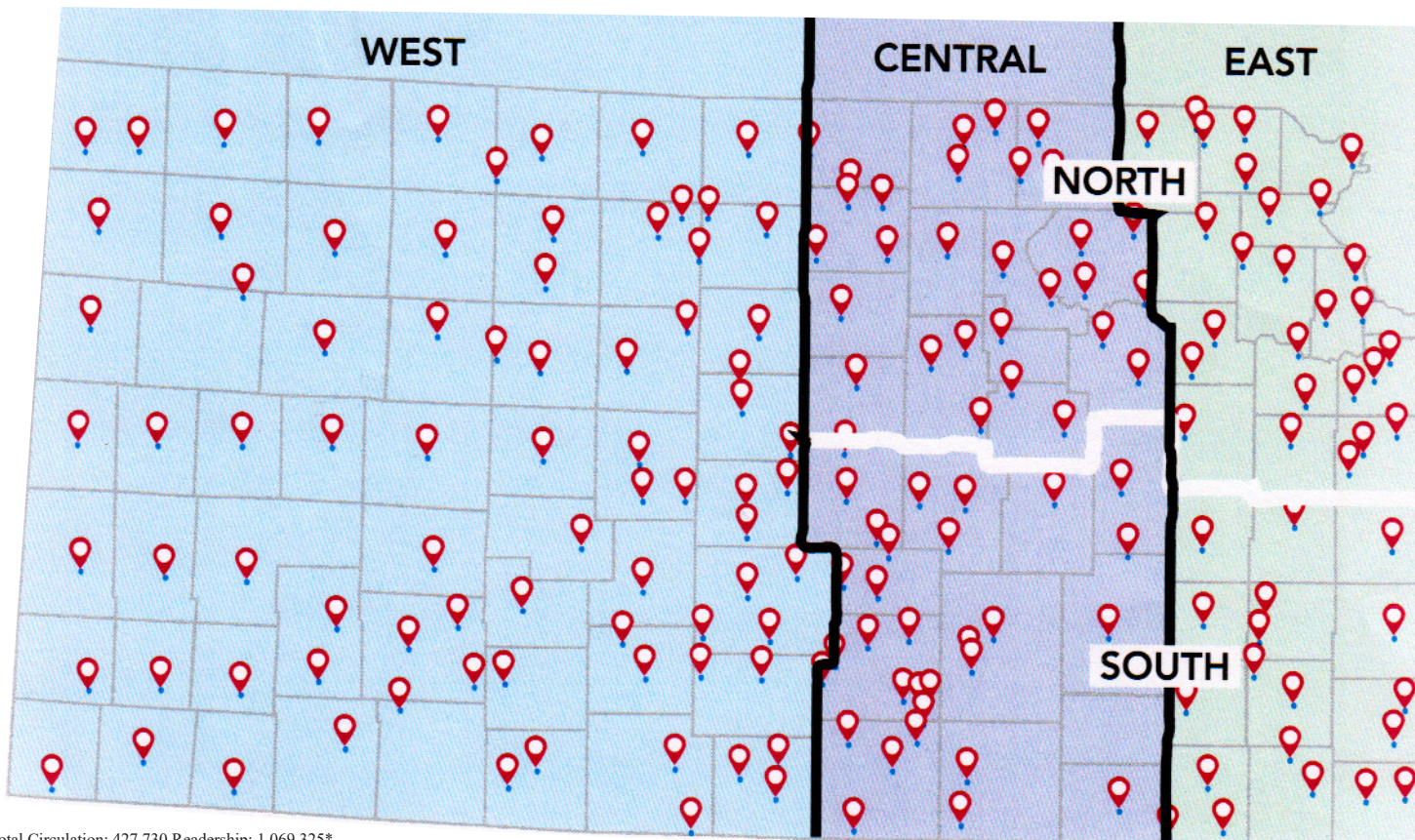
# YEARLY PUBLICATIONS

These are larger projects the I/R undertakes. They are multiple page publications.

- **Conservation** - January 22  
A section in the I/R devoted to the Conservation Award Winners and their dedication to the land.
- **Progress Edition** - April 9  
A section in the I/R devoted to the progress in Ellsworth County.
- **Explore Central Kansas Directory** - April 30  
A glossy guide that has many local attractions for your next vacation adventure.
- **Cowtown Festival** - July 16  
A section in the I/R that runs before Ellsworth's Cowtown Festival. Highlights the events of the Festival.
- **Czech Festival** - July 23  
A section in the I/R the runs before the Wilson After Harvest Czech Festival. Highlights the events of the festival.
- **Business Card Directory** - September 17  
A handy guide that people can use to find out the services that Ellsworth County has to offer.
- **Healthcare Providers Directory** - October 8  
A guide that provides you with area health care facilities.
- **Countywide** - November 26  
A section in the I/R that comes out Thanksgiving that kicks off our Christmas season. Also gets mailed to every household in the county.



*\*Please note the scheduling on these projects may change at any time. Also, more detailed information will be available on these individual projects at your request.*



Total Circulation: 427,730 Readership: 1,069,325\*  
 \*Derived from Circulaton \*2.5 (National Average)

*Choose from two ad sizes!*

Offer a **GREAT** impression with a  
 2 column x 2 inch advertisement!

Mechanics: 2x2 advertisement dimensions:  
 3.79" x 2"  
 Statewide Only \$900

**DOUBLE** your impact with a  
 2 column x 4 inch advertisement!

Mechanics: 2x4 advertisement dimensions:  
 3.79" x 4"  
 Statewide Only \$1800

## Kansas Display Advertising Network Newspapers

*Getting you connected  
 THROUGHOUT the state!*

Contact the KPA for region pricing.  
 Out-of-state advertising networks are  
 available in most of the 50 states.

*Contact us for more information!*

## We also do DIGITAL!

We can place online advertising with  
 newspapers, as well as help you extend  
 your reach to specific targeted  
 online audiences.

*Contact us for more information!*

304 N. Douglas + Ellsworth, KS 67439 + 785-472-5085

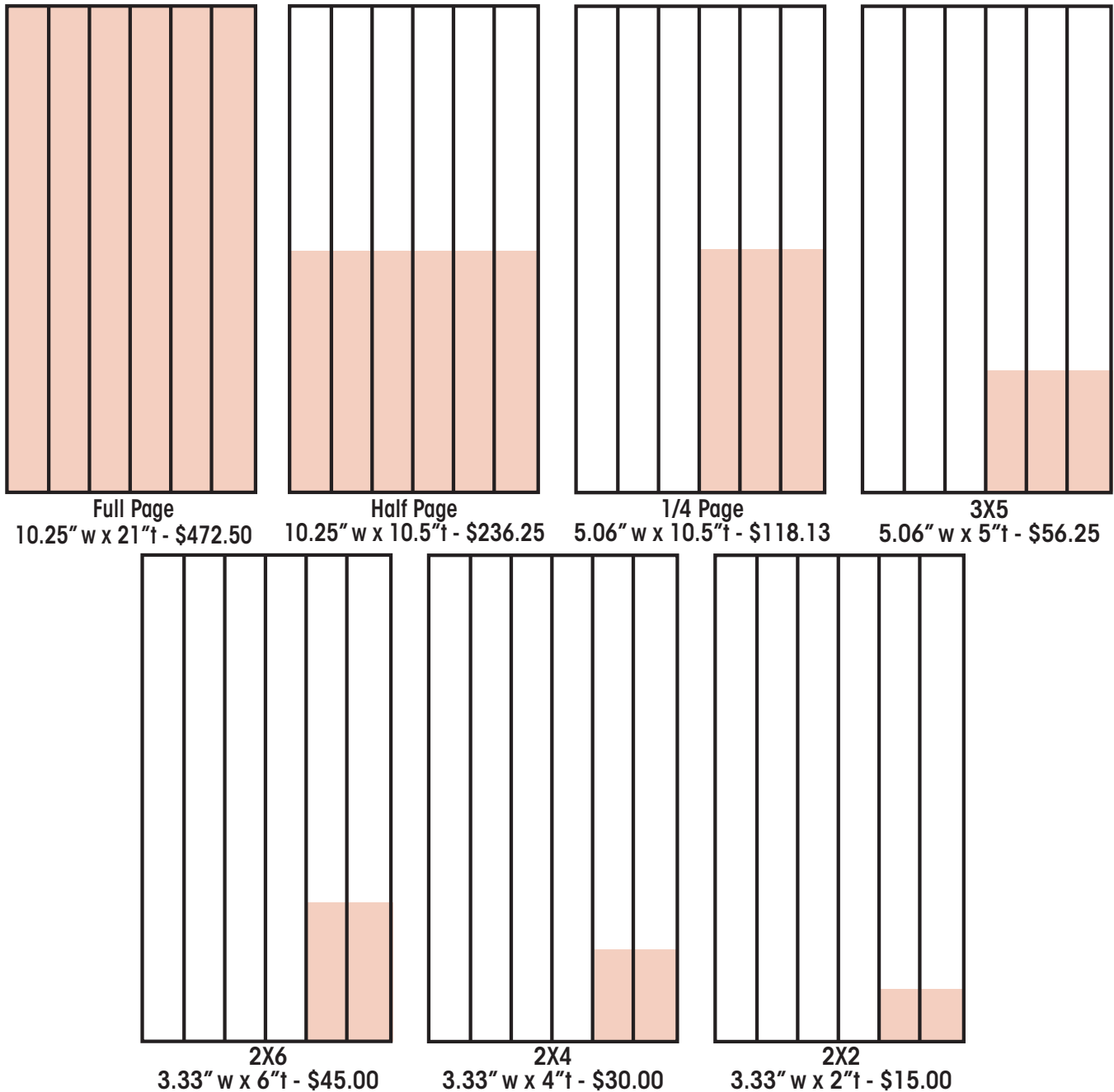
Email: [ads@indyrepnews.com](mailto:ads@indyrepnews.com)

[www.indyrepnews.com](http://www.indyrepnews.com)

**I**NDPENDENT  
**R**ELLSWORTH COUNTY  
**R**EPORTER

# MARQUETTE DISPLAY AD RATES - ROP

These are the most common options for display ads



\*Please note that color is available for an additional charge - 1/2 page and under - \$75.00 | Full page - \$100.00

## Other ROP Sizes

2x2 (3.33" w x 2" t) - \$15.00	3x8 (5.06" w x 8" t) - \$90.00	5x5 (8.52" w x 5" t) - \$93.75
2x3 (3.33" w x 3" t) - \$22.50	3x9 (5.06" w x 9" t) - \$101.25	5x6 (8.52" w x 6" t) - \$112.50
2x4 (3.33" w x 4" t) - \$30.00	3x10 (5.06" w x 10" t) - \$112.50	5x7 (8.52" w x 7" t) - \$131.25
2x5 (3.33" w x 5" t) - \$37.50	4x2 (6.79" w x 2" t) - \$30.00	5x8 (8.52" w x 8" t) - \$150.00
2x6 (3.33" w x 6" t) - \$45.00	4x3 (6.79" w x 3" t) - \$45.00	5x9 (8.52" w x 9" t) - \$168.75
2x7 (3.33" w x 7" t) - \$52.50	4x4 (6.79" w x 4" t) - \$60.00	5x10 (8.52" w x 10" t) - \$187.50
2x8 (3.33" w x 8" t) - \$60.00	4x5 (6.79" w x 5" t) - \$75.00	6x2 (10.25" w x 2" t) - \$45.00
2x9 (3.33" w x 9" t) - \$67.50	4x6 (6.79" w x 6" t) - \$90.00	6x3 (10.25" w x 3" t) - \$67.50
2x10 (3.33" w x 10" t) - \$75.00	4x7 (6.79" w x 7" t) - \$105.00	6x4 (10.25" w x 4" t) - \$90.00
3x2 (5.06" w x 2" t) - \$22.50	4x8 (6.79" w x 8" t) - \$120.00	6x5 (10.25" w x 5" t) - \$112.50
3x3 (5.06" w x 3" t) - \$33.75	4x9 (6.79" w x 9" t) - \$135.00	6x6 (10.25" w x 6" t) - \$135.00
3x4 (5.06" w x 4" t) - \$45.00	4x10 (6.79" w x 10" t) - \$150.00	6x7 (10.25" w x 7" t) - \$157.50
3x5 (5.06" w x 5" t) - \$56.25	5x2 (8.52" w x 2" t) - \$37.50	6x8 (10.25" w x 8" t) - \$180.00
3x6 (5.06" w x 6" t) - \$67.50	5x3 (8.52" w x 3" t) - \$56.25	6x9 (10.25" w x 9" t) - \$202.50
3x7 (5.06" w x 7" t) - \$78.75	5x4 (8.52" w x 4" t) - \$75.00	6x10 (10.25" w x 10" t) - \$225.00

\*There are no 1x ads in ROP

# MARQUETTE CLASSIFIED DISPLAY AD

## Common Standard Sizes - Classified Section

*These are the most common options for display classifieds*

**2x2 (3.33" w x 2" t) - \$17.00**

**2x4 (3.33" w x 4" t) - \$34.00**

**2x6 (3.33" w x 6" t) - \$51.00**

### Other Display Classified Sizes

1x2 (1.60" w x 2" t) - \$8.50  
1x3 (1.60" w x 3" t) - \$12.75  
1x4 (1.60" w x 4" t) - \$17.00  
1x5 (1.60" w x 5" t) - \$21.25  
1x6 (1.60" w x 6" t) - \$25.50  
1x7 (1.60" w x 7" t) - \$29.75  
1x8 (1.60" w x 8" t) - \$34.00  
1x9 (1.60" w x 9" t) - \$38.25  
1x10 (1.60" w x 10" t) - \$42.50  
2x2 (3.33" w x 2" t) - \$17.00  
2x3 (3.33" w x 3" t) - \$25.50  
2x4 (3.33" w x 4" t) - \$34.00  
2x5 (3.33" w x 5" t) - \$42.50  
2x6 (3.33" w x 6" t) - \$51.00  
2x7 (3.33" w x 7" t) - \$59.50  
2x8 (3.33" w x 8" t) - \$68.00  
2x9 (3.33" w x 9" t) - \$76.50  
2x10 (3.33" w x 10" t) - \$85.00

3x2 (5.06" w x 2" t) - \$25.50  
3x3 (5.06" w x 3" t) - \$38.25  
3x4 (5.60" w x 4" t) - \$51.00  
3x5 (5.60" w x 5" t) - \$63.75  
3x6 (5.60" w x 6" t) - \$76.50  
3x7 (5.06" w x 7" t) - \$89.25  
3x8 (5.06" w x 8" t) - \$102.00  
3x9 (5.06" w x 9" t) - \$114.75  
3x10 (5.06" w x 10" t) - \$127.50  
4x2 (6.79" w x 2" t) - \$34.00  
4x3 (6.79" w x 3" t) - \$51.00  
4x4 (6.79" w x 4" t) - \$68.00  
4x5 (6.79" w x 5" t) - \$85.00  
4x6 (6.79" w x 6" t) - \$102.00  
4x7 (6.79" w x 7" t) - \$114.75  
4x8 (6.79" w x 8" t) - \$136.00  
4x9 (6.79" w x 9" t) - \$153.00  
4x10 (6.79" w x 10" t) - \$170.00

5x2 (8.52" w x 2" t) - \$42.50  
5x3 (8.52" w x 3" t) - \$63.75  
5x4 (8.52" w x 4" t) - \$85.00  
5x5 (8.52" w x 5" t) - \$106.25  
5x6 (8.52" w x 6" t) - \$127.50  
5x7 (8.52" w x 7" t) - \$148.75  
5x8 (8.52" w x 8" t) - \$170.00  
5x9 (8.52" w x 9" t) - \$191.25  
5x10 (8.52" w x 10" t) - \$212.50  
6x2 (10.25" w x 2" t) - \$51.00  
6x3 (10.25" w x 3" t) - \$76.50  
6x4 (10.25" w x 4" t) - \$85.00  
6x5 (10.25" w x 5" t) - \$127.50  
6x6 (10.25" w x 6" t) - \$153.00  
6x7 (10.25" w x 7" t) - \$178.50  
6x8 (10.25" w x 8" t) - \$204.00  
6x9 (10.25" w x 9" t) - \$229.50  
6x10 (10.25" w x 10" t) - \$255.00

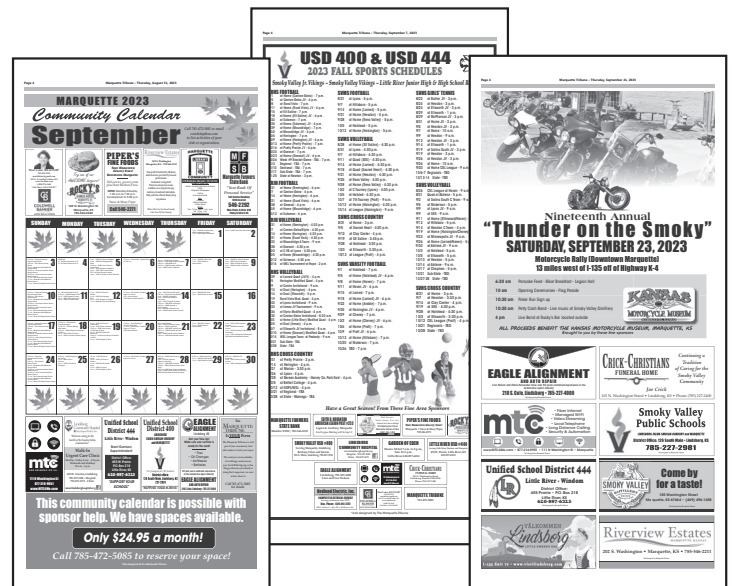
# MARQUETTE SPECIAL SECTIONS

These are special pages the Tribune does during the year

- **Marquette Community Calendar** - Runs from September to May. Lists events going on in the Marquette area. Sponsorships are 1 column x 3" tall ads available for \$24.95. So to be a sponsor would be \$24.95 a month.
- **Marquette Sports Schedules & Graduation** - These pages cover Fall, Winter, and Spring Sports along with graduation. These have signature sponsorships available for \$24.95. This runs 4 times a year.
- **Marquette Business Honor Roll** - Runs in February, this highlights Marquette businesses and how many years they have been in business. To sponsor is \$29.99
- **Retirement Living** - Runs in February.  
 Sizes available - 3x3 (5.06" w x 3" t) - \$99.95  
 3x5 (5.06" w x 5" t) - \$157.50
- **Older Americans Month** - Runs in May.  
 This is a combo page with Ellsworth I/R  
 Sizes available - 3x4 (5.06" w x 4" t) - \$122.95
- **Wheat Contest** - June - runs two weeks. participants predict first load of McPherson Co. wheat. To sponsor is \$30.00
- **Midsummers Festival** - Runs in June.  
 Sizes available - 3x4 (5.06" w x 4" t) \$142.50 - Combo with Ellsworth I/R
- **American Flag Page** - Runs in June.  
 Full color American flag page with sponsorships available for \$32.95
- **Thunder on the Smoky Motorcycle Rally** - Runs in September  
 Sizes available - 3x3 (5.06" w x 3" t) - \$35.00
- **Svensk Hyllningsfest** - Runs in October every other year.  
 Sizes available - 3x3 (5.06" w x 3" t) - \$99.95 - Combo with Ellsworth I/R
- **Farm Safety** - Runs in October.  
 Sizes available - 3x3 (5.06" w x 3" t) - \$71.95
- **Halloween Safety** - Runs in October.  
 Signature sponsorships available for \$40.00
- **Senior Living Awareness** - Runs in November.  
 Sizes available - 3x4 (5.06" w x 4" t) - \$96.00  
 3x5 (5.06" w x 5" t) - \$157.50 - Combo with Ellsworth I/R
- **Visit Lindsborg and Marquette This Christmas** - Runs in November.  
 Business card sized ads for \$35.00
- **Visit Lindsborg** - Runs in December.  
 Business card sized ads for \$29.99
- **Don't Drink and Drive** - Runs in December  
 Business card sized ads for \$29.95

*\*Please note the scheduling on these projects may change at any time. Also, more detailed information will be available on these individual projects at your request.*

Email [eciads@yahoo.com](mailto:eciads@yahoo.com) for more information.



# 2026 MEDIA KIT

*We Deliver Kansas*

INDEPENDENT  
ELLSWORTH COUNTY  
-R- REPORTER